

2002 Utah Tourism at a Glance

- In 2002, an estimated 17.5 million visitors traveled to Utah
- Travelers accounted for \$4.15 billion in traveler spending for the Utah economy
- Traveler spending generated \$332 million in state and local tax revenues (\$475 per Utah household)
- 130,000 jobs in travel and tourism-related industries (nearly one out of every nine jobs)
 - ✓ 72,800 Direct tourism jobs
 - ✓ 57,200 Indirect tourism jobs
- Domestic visitors spent on average \$75 per person per day and stayed 3.1 nights (2001 Data)
- 83% of Utah's visitors come from the Western United States (2001 Data)
 - ✓ Utah
 - ✓ California
 - ✓ Idaho
 - ✓ Nevada
 - ✓ Colorado
 - ✓ Texas
 - ✓ Wyoming
 - ✓ Washington
- International visitors accounted for 3.1% of total non-resident visitation with an estimated 540,000 visits in 2001. Top international markets include: (1997-99 Data)
 - ✓ Canada
 - ✓ Germany
 - ✓ United Kingdom
 - ✓ France
 - ✓ Netherlands/Belgium
 - ✓ Japan
 - ✓ Switzerland
 - ✓ Italy
- International visitors to Utah spent on average \$81 per day and stayed 5.7 nights in Utah (¼ of their total U.S. trip – 1997-99 Data)
- 5.2 million recreation visits were made to Utah's five national parks during 2002. Another 5.0 million recreation visits occurred at Utah's eight national monuments and two recreation areas
- 5.8 million visitors enjoyed Utah's 41 state parks during 2002
- 22.9 million vehicles crossed Utah's borders along Interstate highways in 2002
- 18.7 million passengers arrived at Salt Lake International Airport during the year
- Utah ski resorts hosted 3.0 million skier days during the 2001/02 season
- 677,000 visitors stopped at one of Utah's six Welcome Centers during 2002
- 62.1% statewide hotel/motel occupancy rate

For addition information on Utah tourism, please visit the online Research Center at the Utah Travel Council's business website: travel.utah.gov